



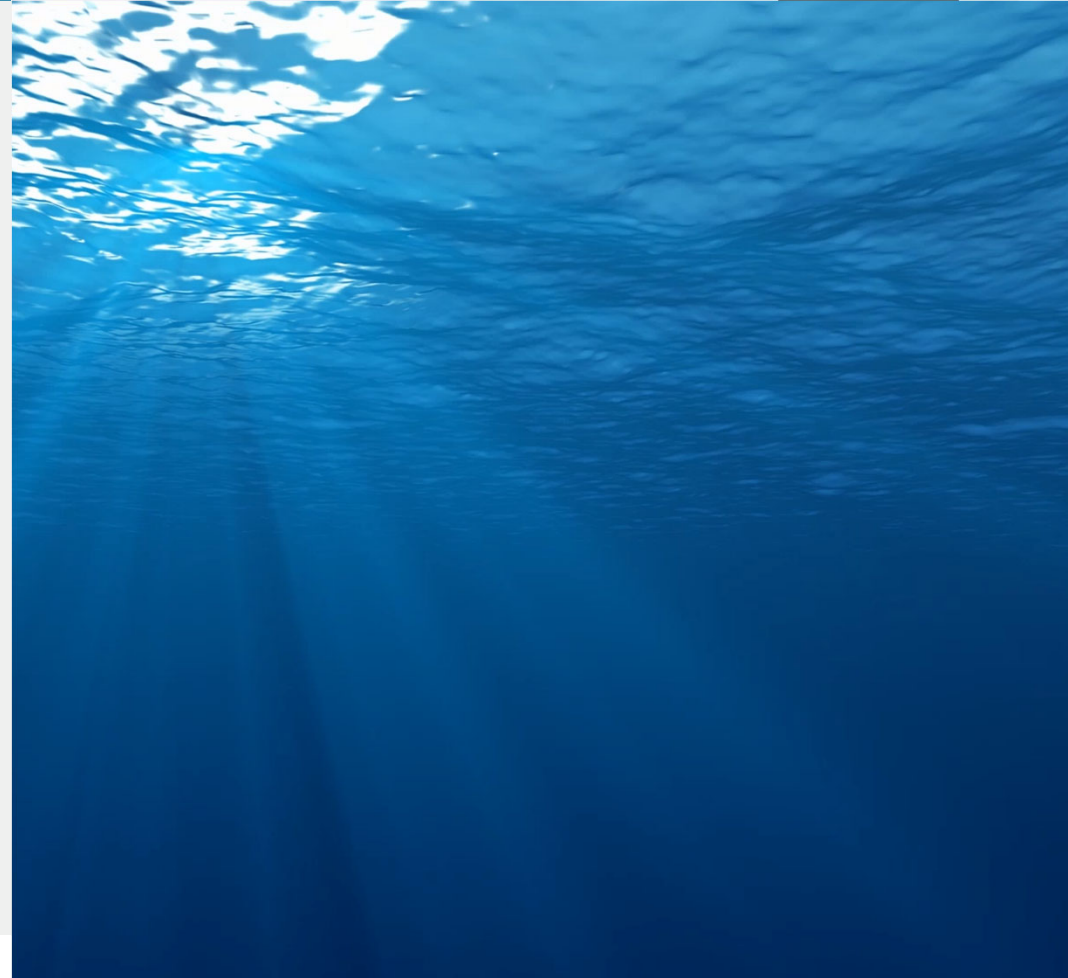
Aquatics fees and amendment

Sean Reinhart, Library and Community Services Director

Recommendations

Staff recommends that the City Council:

- A. Adopt a resolution to increase aquatics fees (Attachment A)
- B. Authorize an amendment to the aquatics operator agreement (Attachment B).



Overview

- Policy issues
- Background
- Causes
- Analysis
- Recommendations
- City Council action



Additional information

- Aquatics working group feedback
- Operator's message to City Council



Aquatics working group – some highlights

- April 8 at BHCC
- Youth swim lessons and scholarships are important
- Hyperlocal and swim lesson fees are a good value
- It takes time for a new location to build a community of swimmers
- Word of mouth support from community-based organizations is essential






Operator's Message



Menlo Park City Council
April 15, 2025



City Commitment

When a city decides to provide an aquatic center to its community it focuses on:

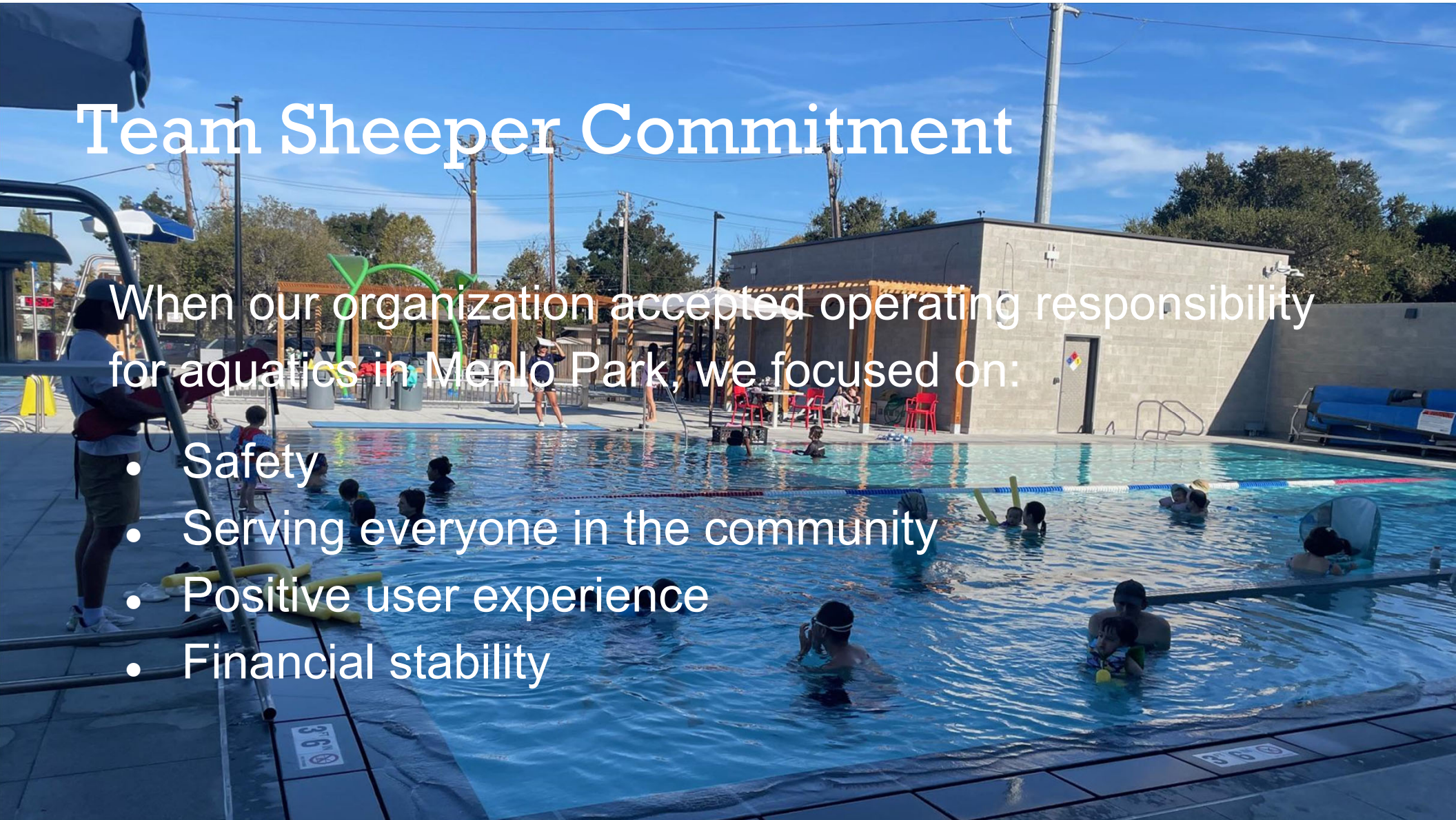
- Safety
- Serving everyone in the community
- Positive user experience
- Financial stability



Team Sheeper Commitment

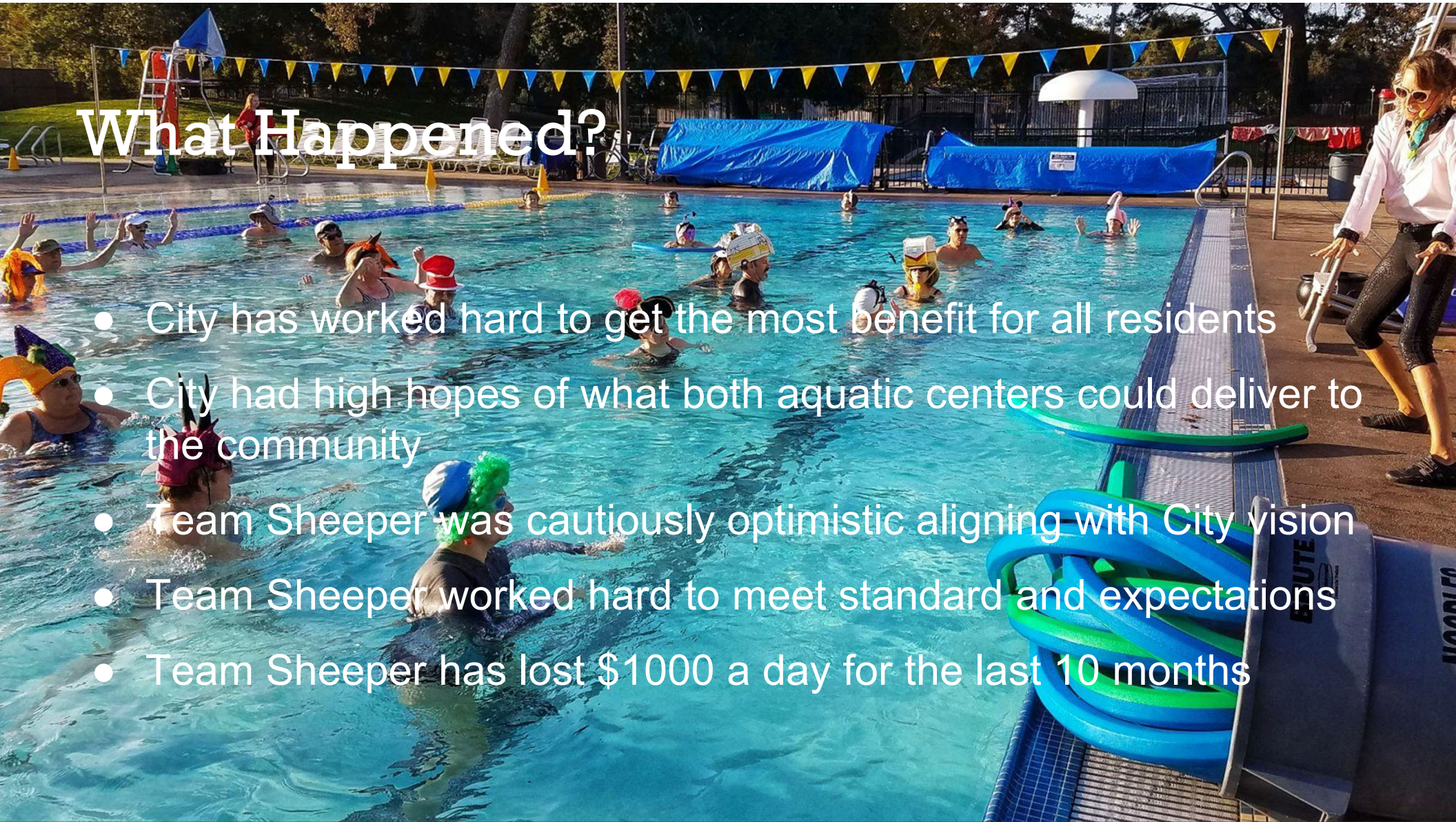
When our organization accepted operating responsibility for aquatics in Menlo Park, we focused on:

- Safety
- Serving everyone in the community
- Positive user experience
- Financial stability



What Happened?

- City has worked hard to get the most benefit for all residents
- City had high hopes of what both aquatic centers could deliver to the community
- Team Sheepar was cautiously optimistic aligning with City vision
- Team Sheepar worked hard to meet standard and expectations
- Team Sheepar has lost \$1000 a day for the last 10 months



Why we are here

- Request more time to build an aquatic community to deliver on the City Council's vision for every member of the Menlo Park community
- Flexibility to use our passion and experience to provide excellent aquatic services to every member of the Menlo Park community
- Keep the City-wide aquatic program alive and healthy for every member of the community to continue enjoying.

Thank you!





Actions and remedies

City Council - April 15, 2025



Aquatics user fees

- Resolution in Attachment A
- Increase aquatics fees effective April 16
- Moderate increases to non-resident fees in multiple categories
- Small increases to resident fees in some categories
- No changes proposed to fees for hyperlocal residents, senior residents, fee-assisted scholarship programs, youth swim camps, or open swim for children and families.





Subcontractor lane rental fees

- Increase to \$20 per lane per hour for Nonprofit renters
- New fee: \$24 per lane per hour for Commercial renters
- New fee: \$16 per lane per hour for City Resident Target renters
 - Nonprofit groups whose total membership is at least 2/3 (67%) incorporated City of Menlo Park residents or at least 1/2 (50%) Hyperlocal residents
- 6 of the current 7 lane renters are willing to accept increase to \$20 for Nonprofit renters.





Amendment – Operating hours

- Attachment B
- Off-season operating hours. Retain the required minimum 63 hours per week at Belle Haven Pool during the summer “peak season”
- Operator may request to operate fewer than 63 hours per week during the “off-season”
- All schedule changes remain subject to City staff approval.





Amendment – Revenue share

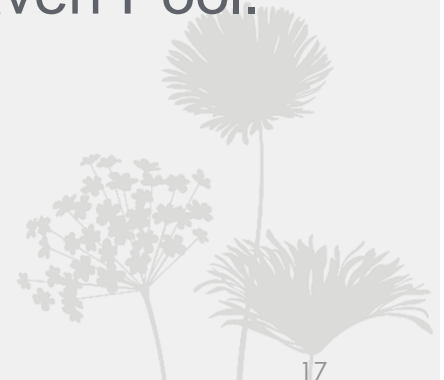
- Waive the Operator's annual revenue share payment through Dec. 31
- Current Agreement waives the revenue share payment through Oct. 1, 2024
- Longer waiver period is recommended based on the reduction in resident and lane rental fees, and therefore the associated revenue.





Summary impacts of remedies

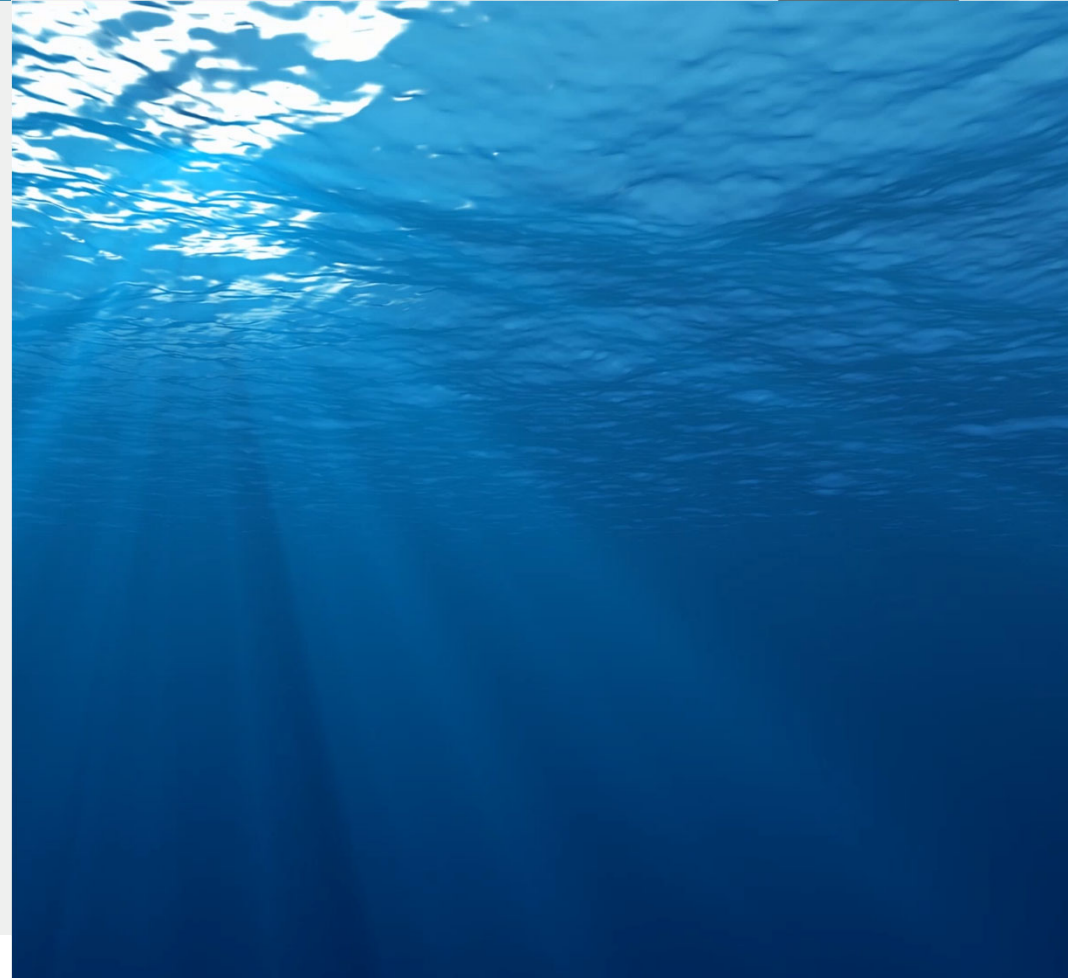
- Attachment G
- Includes alternate revenue share remedies
- Would stabilize, but not fully recover losses that have adversely impacted Operator's ability to continue
- Operator will need to have strong performance and increased attendance in summer 2025, especially at Belle Haven Pool.



Recommendations

Staff recommends that the City Council:

- A. Adopt a resolution to increase aquatics fees (Attachment A)
- B. Authorize an amendment to the aquatics operator agreement (Attachment B).





Thank you